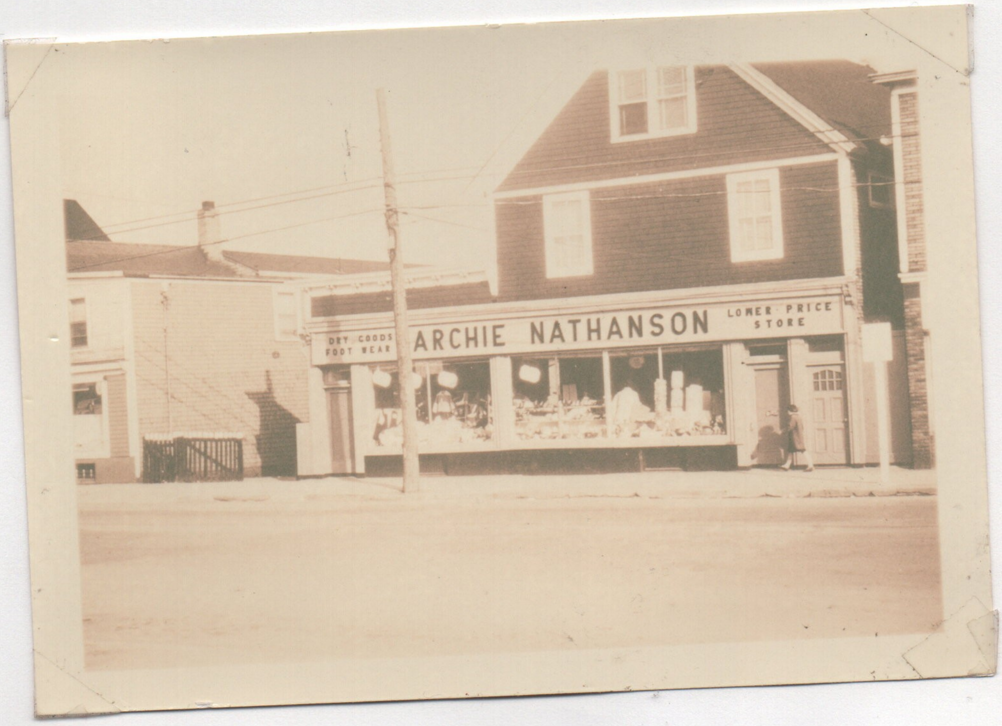
Ahead Of His Time

The Story of Archie Nathanson and Family

Remembered by Herman Nathanson


DRY GOODS
FOOT WEAR
ARCHIE NATHANSON
LOWER PRICE
STORE

Album
2001.3

AHEAD OF HIS TIME

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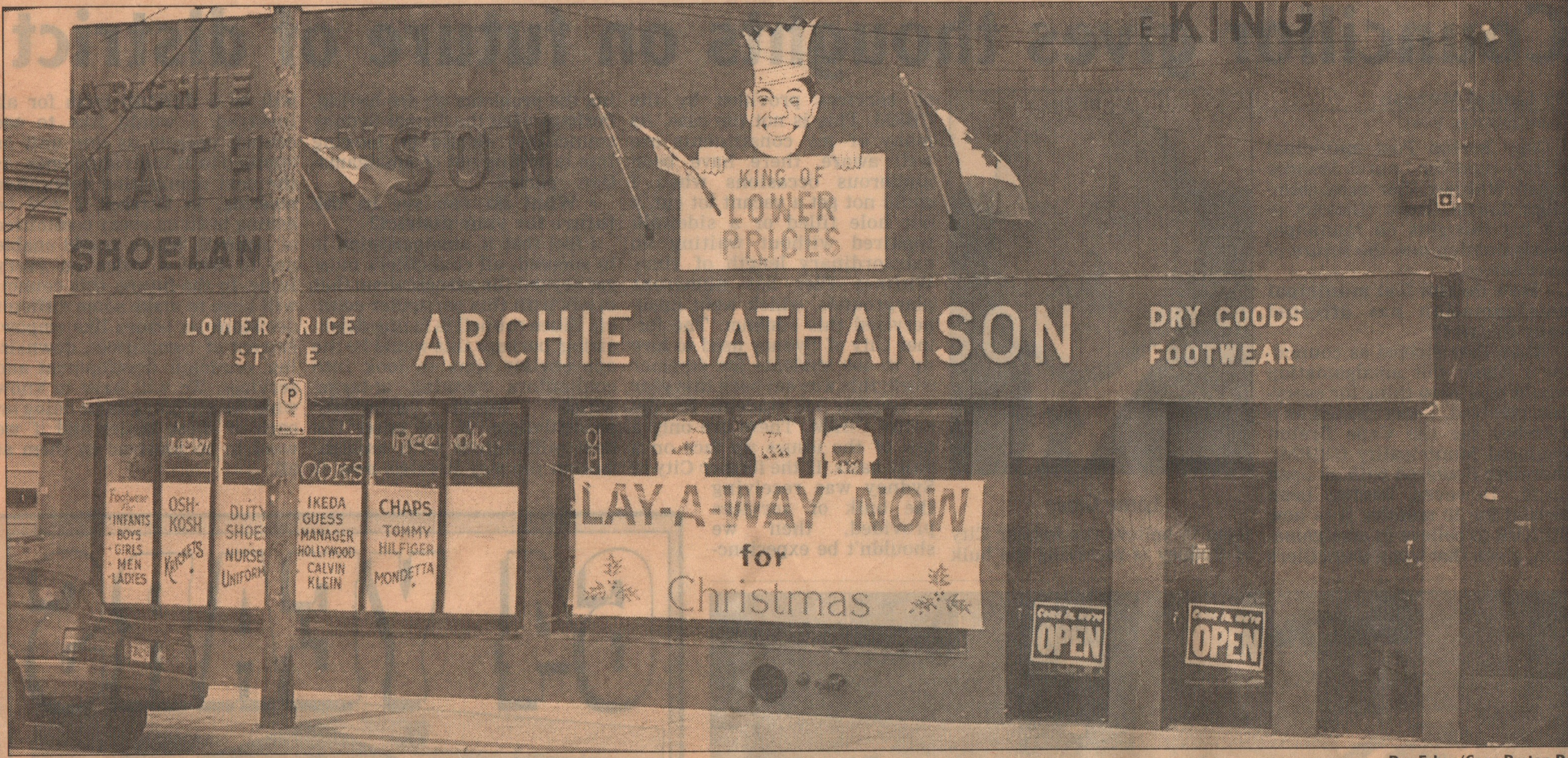
ARCHIE
NATHANSON
SHOELAN
KING
KING OF LOWER PRICES
LOWER PRICE STORE
ARCHIE NATHANSON
DRY GOODS
FOOTWEAR
Levi's
Reebok
OOKS
Footwear For
INFANTS
BOYS
GIRLS
MEN
LADIES
OSH-KOSH
Kickers
DUTY SHOES
NURSE UNIFORM
IKEDA
GUESS
MANAGER
HOLLYWOOD
CALVIN KLEIN
CHAPS
TOMMY HILFIGER
MONDETTA
LAY-A-WAY NOW
for
Christmas
Come in, we're
OPEN
Come in, we're
OPEN

Ray Fahey/Cape Breton Po

AT WHITNEY PIER

First Self-Service Clothing Store Opens

Herman Nathanson,
Store Manager

Archie Nathanson,
Owner

An innovation in storekeeping will make its appearance in Sydney today in the form of a self-service clothing store.

The new sales system for this type of merchandise will be initiated by Archie Natanson at the stand, which he has occuped for the past 25 years, situated across the street from the new Royal Bank building at Whitney Pier.

Extensive alterations have been made during a four-month renovation period, and the store, with its gay new color scheme of shrimp and yellow, will re-open its doors t 9:00 a.m. today.

Though self - service will be maintained in all departments, a capable staff of courteous salesgirls will be on hand to aid any customers desiring help in their selections, and to answer questions pertaining to the merchandise on display.

Herman Nathanson, the owner's son, who has been associated with the business for 18 of the 38 years since its establishment, will be the manager.

Mr. Nathanson has discontinued his flourishing grocery trade entirely, in order to make room for the many items of clothg. A complete line of clothing and footwear for the entire family — all sizes, latest styles and colors — will be available at all times at the convenient self service counters.

Self-service, a boon to hurried customers, also means a lowering of overhead expenses. The store's location, outside the high rentals district, also contributes to economy in operation as well as providing a spacious parking area for customers' cars.

AHEAD OF HIS TIME

THE STORY OF ARCHIE NATHANSON & FAMILY

The eleven member Nathanson Family, consisting of the parents and nine children, emigrated to Canada from Russia. The Nathanson family came to Whitney Pier during a time that there were many Jewish families settling in the area. The first two members of the family arrived in the Pier around 1900 and the others followed, with the eventual arrival of Archie in 1910 at the age of thirteen. 1910 was also the year that the Pier Subway was constructed. The family residence is still standing on the corner of Bay Street and Victoria Road.

Archie's early schooling was at Central School, and after junior high school, he accepted various jobs. At an early age, he decided that his ambition was self-employment, so he opened a confectionary store. The original site is just two houses north of the present Irving Service Station.

In an effort to better himself, Archie then opened and operated an ice cream parlor where the present Events Photography store is located, at 760 Victoria Road. This change was also the start of a married life, when he wed Annie Dubinsky, who was not only a wife, but his partner.

Archie and Annie both worked diligently to be successful. Because of their effort and the arrival of children, they then moved to larger premises - the corner of

Henry Street and Victoria Road- in what was then known as the Green's building. This was a double store connected by an opening. This move also brought a change in their operation by introducing groceries and a credit system of weekly and fortnight account customers. This was the accepted method of dealing with the public then and was what might be considered an early form of a "credit card." Even today, Archie is remembered by some of the steelworkers and their decedents as a person who helped their family survive during the strikes. He was known for working with families during hard times and keeping them going without worrying about payment.

Archie and Annie sustained themselves during the Depression years with great difficulty. They worked long hours, 8AM to midnight, seven days a week as Sunday shopping was permitted in those days. Archie also accepted a job in the city proper to help support his business and family. The business was a family affair and the children, Herman, Sylvia, and Ruthe, helped out after school and during school vacations. Archie and Annie had good relations with their customers and during difficult times of the depression and numerous strikes, extended longer credit terms to their clientele.

As the years improved economically, Archie and Annie realized the value of owning one's own building. Even though it meant more work, when the opportunity arose, they purchased the present building that became the home of Archie Nathanson's

Lower Price Store. This also was a two store building and for the first few years, the smaller section was rented out to help finance the mortgage.

This location, gave the Nathansons the opportunity to provide a great selection of quality groceries, including a separate meat department, and they offered home deliveries. As telephones were strictly unaffordable for many, customers were solicited personally for their daily requirements. Refrigeration was also a problem for many during those times, so that is why food was purchased on a daily basis. The Nathanson's innovation of delivery, free of charge, rewarded their efforts as a larger customer base grew.

The growth of business necessitated the take over of the second adjoining store and the Nathanson's then introduced family clothing and home goods. By this time, Herman had graduated from high school, and took an active part in the operation of the business with his parents. As the years went by, the business thrived, and with borrowed money, the stores were enlarged twice with fair sized additions to the building. The last addition brought the introduction of self service groceries, which was a first in the area. Also, the floor was tiled, which was also a first for a retail operation.

In 1956, Archie suffered the loss of his dear wife, life partner, and best friend, Annie. The year before, Herman had married the former Barbara Richstone, and they had three sons who grew up in the family business.

The passing years showed a new vision and the grocery meat departments were closed out. Another first for the area was self-service clothing and footwear departments, which were fully stocked and presented to the buying public. The most important feature of this move was the lower price policy and Archie became the "King of Lower Prices." This change proved to be well accepted by the public and the values became known far and near.

Archie and Herman introduced many customer valued promotions. The most famous of all and most eagerly awaited one was the refund of family allowance cheques to three families each month. This was a type of raffle in which three families had their entire family allowance funds returned, in full, each month if their names were drawn after cashing their family allowance cheques in the store, no strings attached. Every family who cashed their checque received a free ball point pen, a real novelty in those days. This opportunity carried on for many years until the government canceled the family allowance cheque feature.

In 1967 Nathanson's Ladies Wear was opened in the family homestead. This was a discount high fashion store that was later relocated outside the area. Shoeland was another business opened in the Pier by Herman. Also, Archie's nephew, Dave

Nathanson, operated a furniture store for a good many years under the name of Victoria Furniture.

Advertising was a big factor in the success of "Archie's" store and in 1960, the Stork Club was aired on CJCB radio, naming the births of children each day from all the Cape Breton hospitals. To date, 2001, this feature is still heard on CJCB, their longest running feature by the same sponsor.

Throughout the complete history of "Archie's" a great deal of the success can be attributed to a sincere, friendly and good working staff who always had the customer's interest at heart and offered personalized shopping and attention.

Archie's passing occurred in 1974, but Herman carried on the Nathanson family tradition of service to the public, continuing to offer very good saving prices. Herman and Barbara's sons, Alan, Sheldon, and Brian had a good training facility and introduction to the public by helping out with various duties in their teen years.

In later years, sons Sheldon opened a law office in the Pier, Alan joined Herman in "Archie's" and Brian operated a unisex clothing store in Halifax.

Herman was one of the four individuals who organized the Whitney Pier Santa Claus Parade, which later extended throughout the Sydney area and is still going strong some 20 plus years later. Herman retired in 1996. Alan's foresight, seeing a change in the customer clothing needs, from basic family clothing to the jean generation, again changed the type of merchandise when he began offering national name brand clothing and footwear, which was still offered at lower prices. The Nathansons always appreciated the Pier buying public, never took them for granted, and strived to give a wider selection of merchandise. Alan has since opened a Pier Dollar Store.

Archie's forward thinking, innovation and business ethics, especially the focus on quality customer service, still remains strong and viable here in the 21 Century through the Nathanson family businesses.

Contributed by Herman Nathanson, June 2001

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ARCHIE NATHANSON'S

PIER and Louisbourg

PIER and LOUISBOURG STORES OPEN TONIGHT 6 p.m. - Friday 9 p.m. - Saturday 6 p.m.

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3 FAMILY ALLOWANCE CHEQUES RETURNED IN FULL

4/6/3

APRIL WINNERS: Mrs. Dian M. Pratt, 95 Richmond St., Sydney; Mrs. Mable E. McKinnoh, 27 Roaches Rd., New Waterford; Mrs. Evelyn French, 334 Lingan Rd., Sydsey.

FREE GIFT WITH ALL $10.00 PURCHASES. FREE PAIR PANTY HOSE

BIG SHOE SALE CONTINUES

GIRLS'
Spring and Summer

DRESSES

Sizes 4 to 14

Large Selection
To Choose From

½ Price

Teenage
Girls' and Ladies'

PANTS

and

SLIMS

Canadian Made
Values to 12.00

Now ½ Price

KING OF
LOWER
PRICES

ARCHIE NATHANSON'S

PIER and Louisbourg

PIER Store open tonight—Fri. and Sat. night 'til
Louisbourg Store open tonight—Fri. and Sat. 'til
9 P.M.

3 FAMILY CHEQUES RETURNED IN FULL

JULY WINNERS: Mrs. Cecelia O'Dea, 77 St. Ann's St., Sydney; Mrs. Irene J. Laughlin, 737 Grand Lake Rd.; Mrs. Judith E. Hart, 77 Henry St., Sydney.

GIRLS'—1.98
JEANS
Ages 7 to 14 **1.44**

BOYS' BLACK or WHITE
SNEAKERS
Sizes 1 to 5 . **1.59**

BOYS'—2.77
CASUAL
PANTS
Ages 8 to 16 **1.99**

GIRLS' PLAID
SNEAKERS
Sizes 11 to 3 **1.09**

BOYS. - GIRLS'—3.77
SHOES
Sizes 8 to 3 . **2.77**

TEENAGE GIRLS', LADIES'—1.87
SNEAKERS
1.44

KING OF
LOWER
PRICES

SPECIAL
COUNTER OF
ODDS & ENDS
Your Choice
ea. **.50**

Branch 1[illegible]1

SOCIAL

TONIGHT (Thursday)

Legion Auxiliary and
Club Members.

DON CROUSE TRIO
Don Crouse, Organ; Geo. Rennie, Vocals; Stan Smith, Drums
Refreshments Time 9-1

COSMO CABANA CLUB

Calendar of Events Every Week

THURSDAY NIGHTS
THE 3 BARS Featuring
JOHN CORBETT

FRIDAY NIGHTS
DON CROUSE On The
Farfisa Organ

SATURDAY NIGHTS
THE CLUBBERS CHOICE
Members and Their Guests

Formerly Good Will Men's
Club Under New Executive.

DANCING

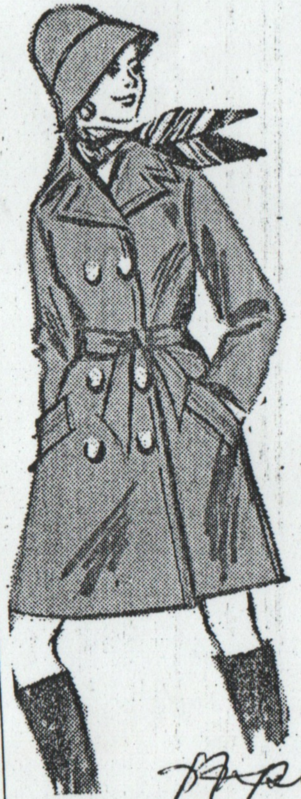
WHITNEY PIER
LOUNGE

day Night

NATHANSON'S

LADIES' WEAR

"Your store of favorite fashions"
AT THE PIER



*Featuring The
Latest In*

Raincoats

Splashing new styles
in undrenchable fabrics
. . Many double for
evening wear. . .

from 25.00 up

Open Tonight & Fri.
'Til 9 p.m.
Sat. 'Til 6 p.m.

S

April 9/70

Don't miss the Glace Bay Kinettes' Fashion Show, Monday, April 13, featuring fashions from Nathanson's Ladies' Wear.

BI

NATHANSON'S LADIES' WEAR

½ PRICE

SALE

ALL
COATS - - ½ Price

ALL
FUN FURS - ½ Price

ALL
SUITS - - ½ Price

ALL MELTON and TWEED
CARCOATS .... ½ Price

GROUP BRAND NAME MATCHING
SKIRTS and SWEATERS ½ PRICE

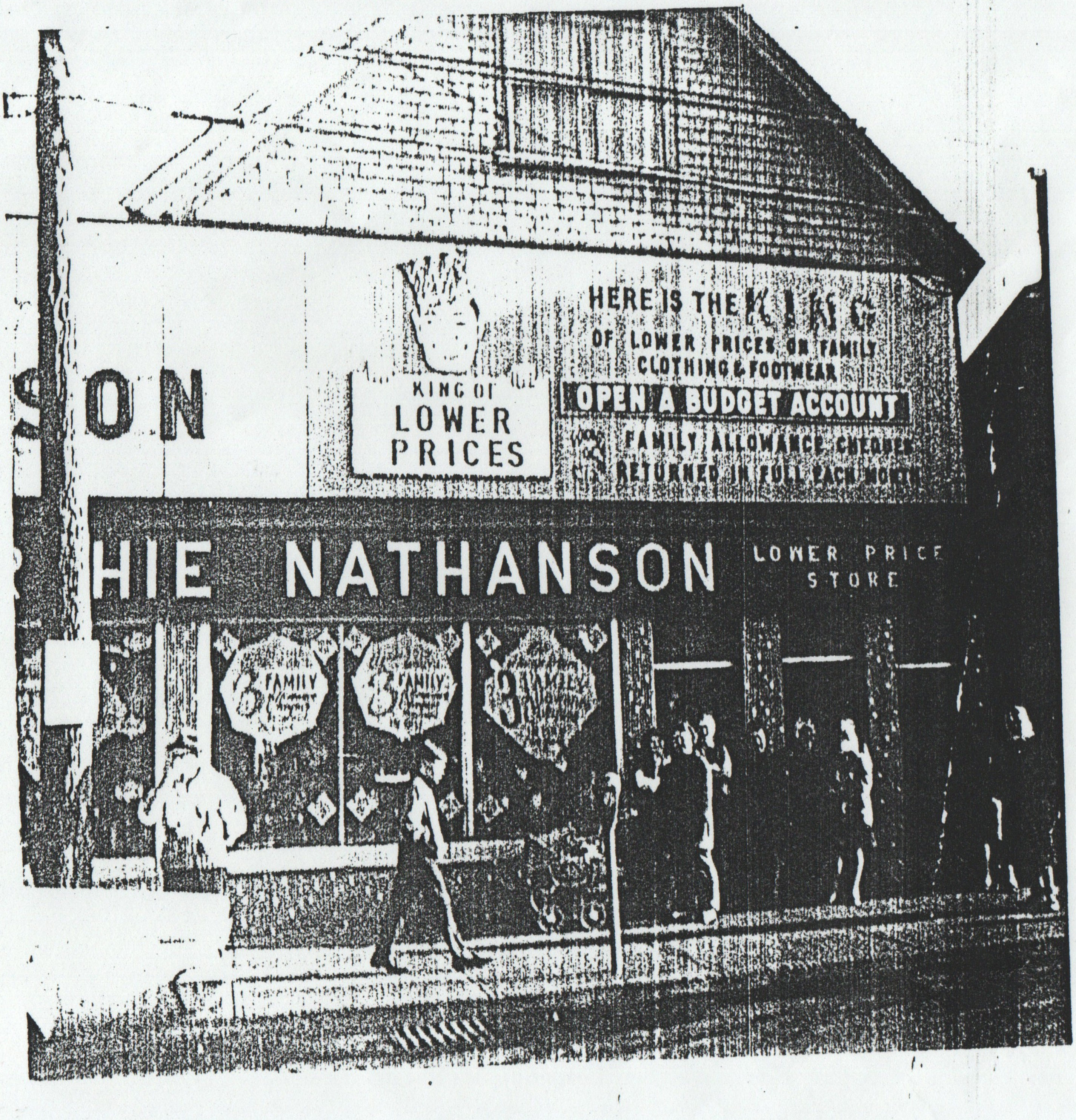
ALL WEDDING and FORMAL
GOWNS .... ½ Price

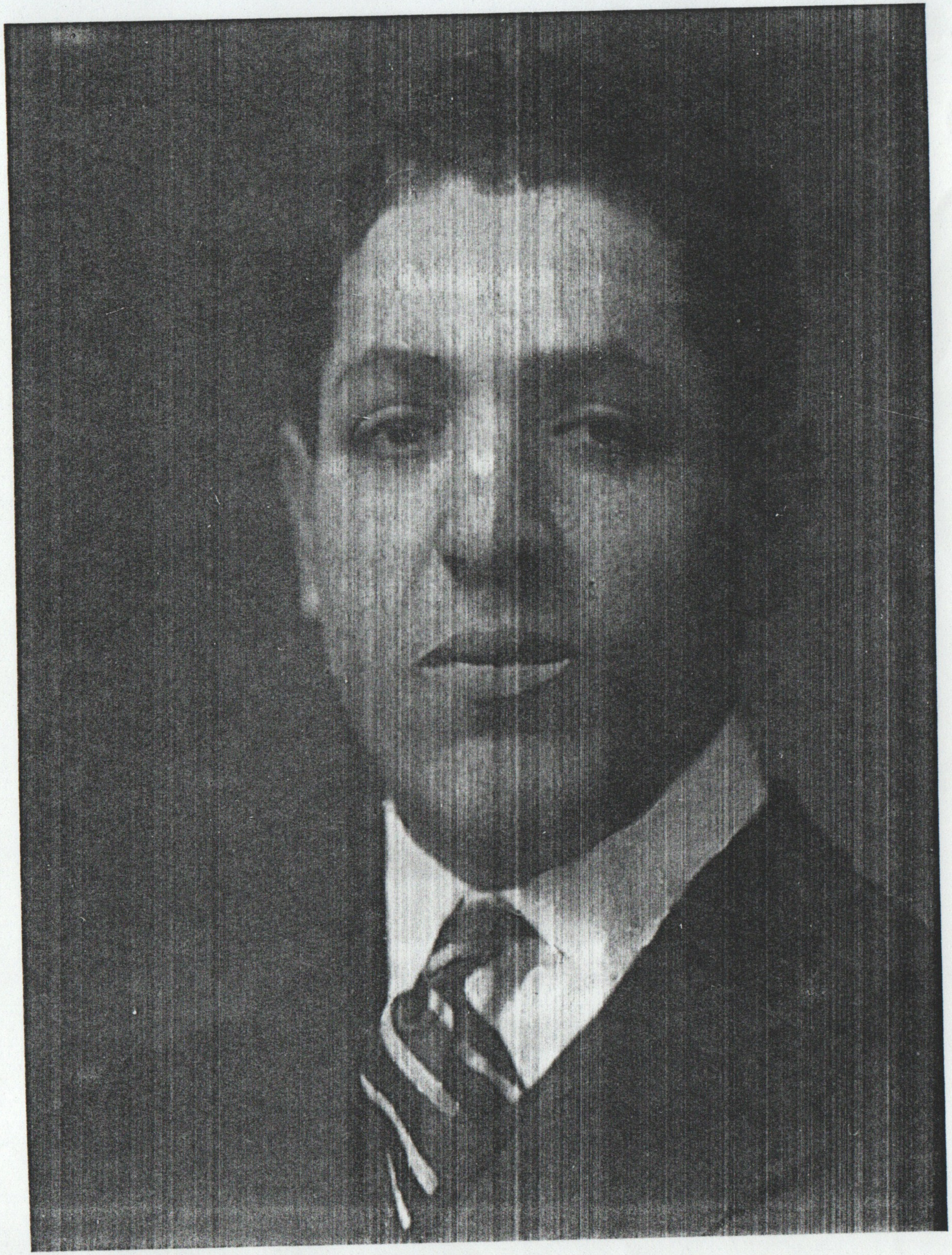
All Sales Final
No Approvals - No Exchanges

Open Today, Wed., and Sat. 'til 6 p.m.
Thursday and Friday 'til 9 p.m.

NATHANSON'S LADIES' WEAR
At THE PIER
Corner Victoria Road and Bay Street

Jan 6/70


SON
KING OF
LOWER
PRICES
HERE IS THE KING
OF LOWER PRICES ON FAMILY
CLOTHING & FOOTWEAR
OPEN A BUDGET ACCOUNT
FAMILY ALLOWANCE CHEQUES
RETURNED IN FULL EACH MONTH
HIE NATHANSON
LOWER PRICE
STORE
FAMILY
FAMILY



ARCHIE

cjcb 1270 radio

first in cape breton

RADIO SCRIPT

Sponsor: A.NATHANSON'S LOWER PRICE

Programme: STORK CLUB T.C.36 IS FORMAT

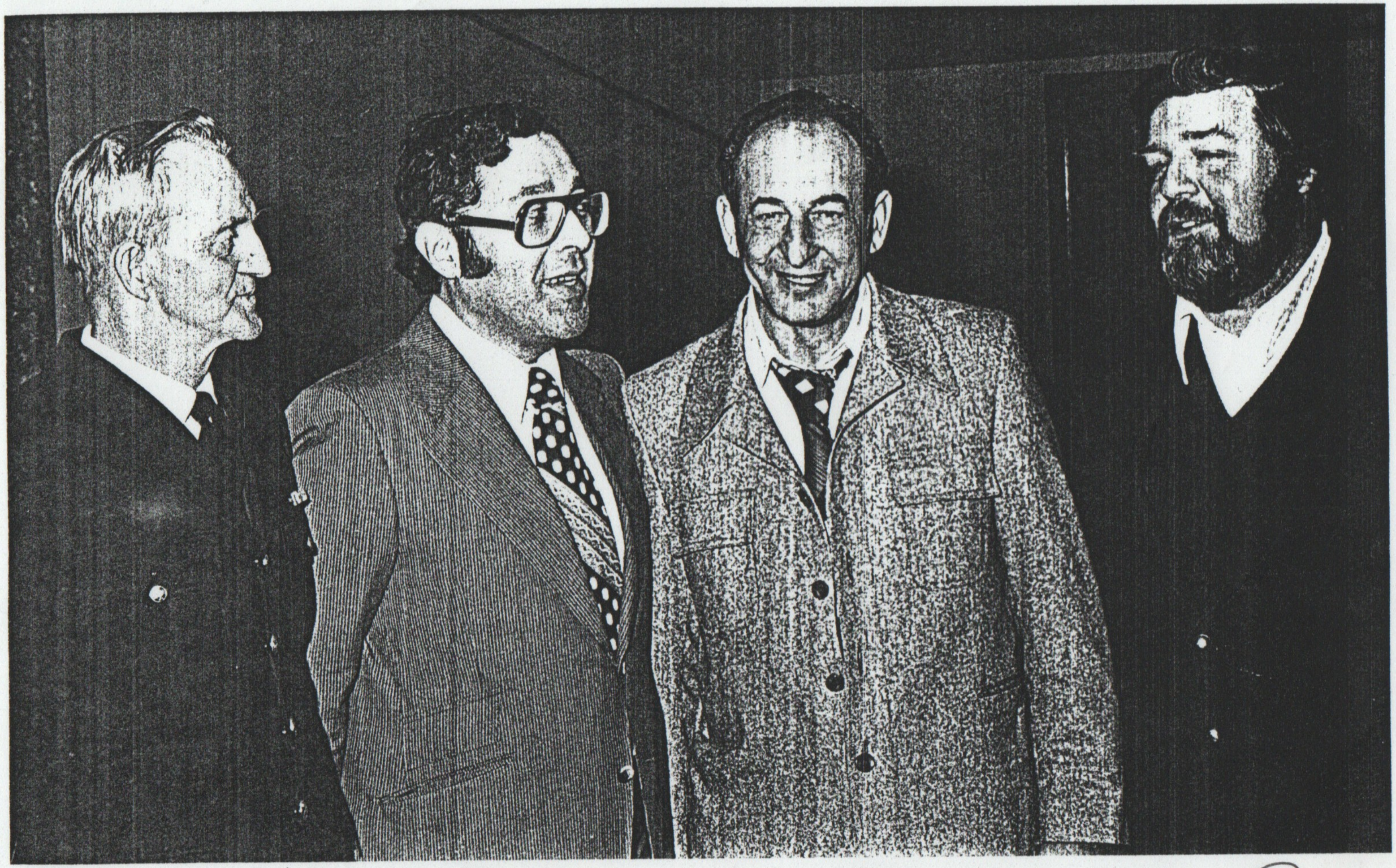
Subject: COMMS.(2/30's)

OCT.26/78. T.H.

Date	Continuity
#1	Today, Tomorrow and Saturday are Pier Actionn Days and Archie Nathanson's Lower Price Store at the Pier will be open tonight and tomorrow nights until 9:00. Action Days special at Archie's .. 10% off ALL Lay Aways, so do that Christmas shopping now and use Lay Away .. 10% off all senior citizens' purchases, a nice saving to pocket .. 10% off ALL footwear, even footwear that's been yellow sale tagged. Go into action .. go to Pier Action Days. Stop in at Archie's .. shop all departments .. use lay away to select Christmas gifts now and enjoy a 10% saving on your Lay Away .. at Archie Nathanson's Lower Price Store at the Pier.
	…………………………………………………………………………
#2	Aechie Nathanson's Lower Price Store at the Pier will be open tonight and tomorrow night until 9:00, Saturday till 5:00. These are Pier Action Days houbs and Archie's has Pier Action Days savings, as well. There's 10% off ALL Lay Aways! There's 10% off ALL Senior Citizens' purchases! There's 10% off ALL footwear, including yellow sale tagged footwear! There's shopping to be dome and the Pier merchants are ready to supply your needs. Archie's alone has what you need in clothing and footwear for the family. Take advantage of Action Days specials at Archie Nathanson's Lower Price Store at the Pier.

ARCHIE
HERMAN

ANNIE
RUTHE
HERMAN



THE FOUR ORGANIZERS OF THE WHITNEY PIER PARADE

CHARLES RICHARDSON
HERMAN NATHANSON
ABE WETSTON
HARRY MULDOON